

WHY ARE PEOPLE MOVING HERE?

MARKET RESEARCH REPORT
FALL 2014



TAMU MARKETING CLASS

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- Students
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 - Anna Perry

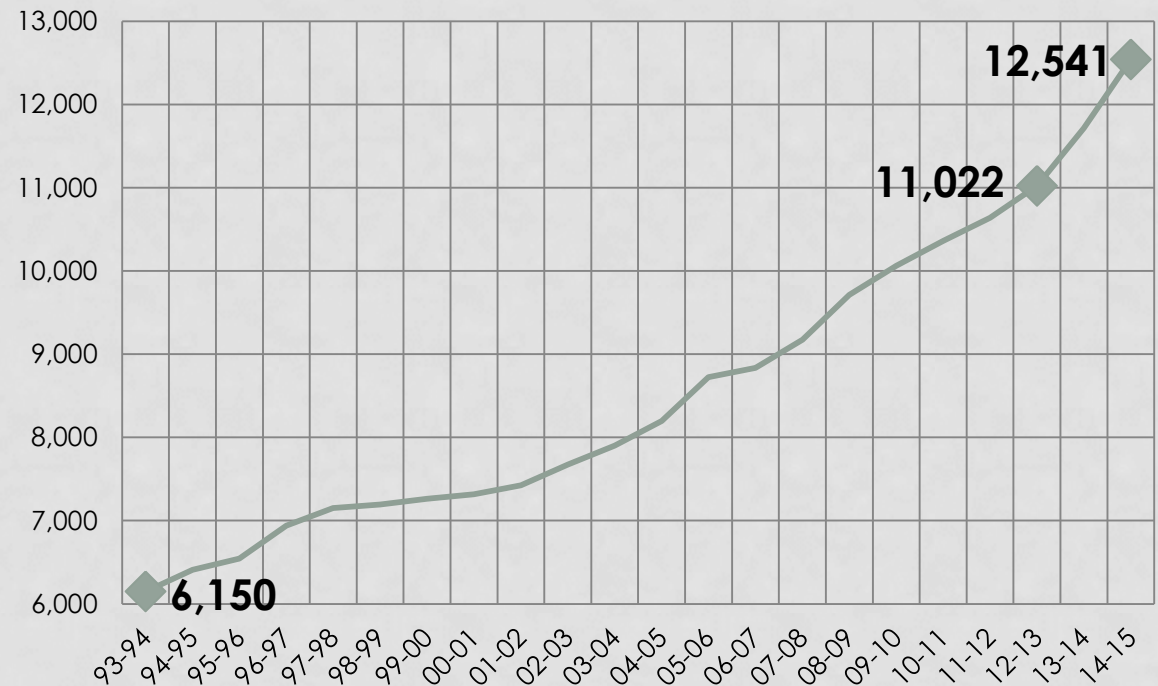
BACKGROUND

- CSISD Enrollment Growth (Snapshot date – October)
 - Average of 3 - 3.5% each of the last 15 years
 - 6% in 2013-14
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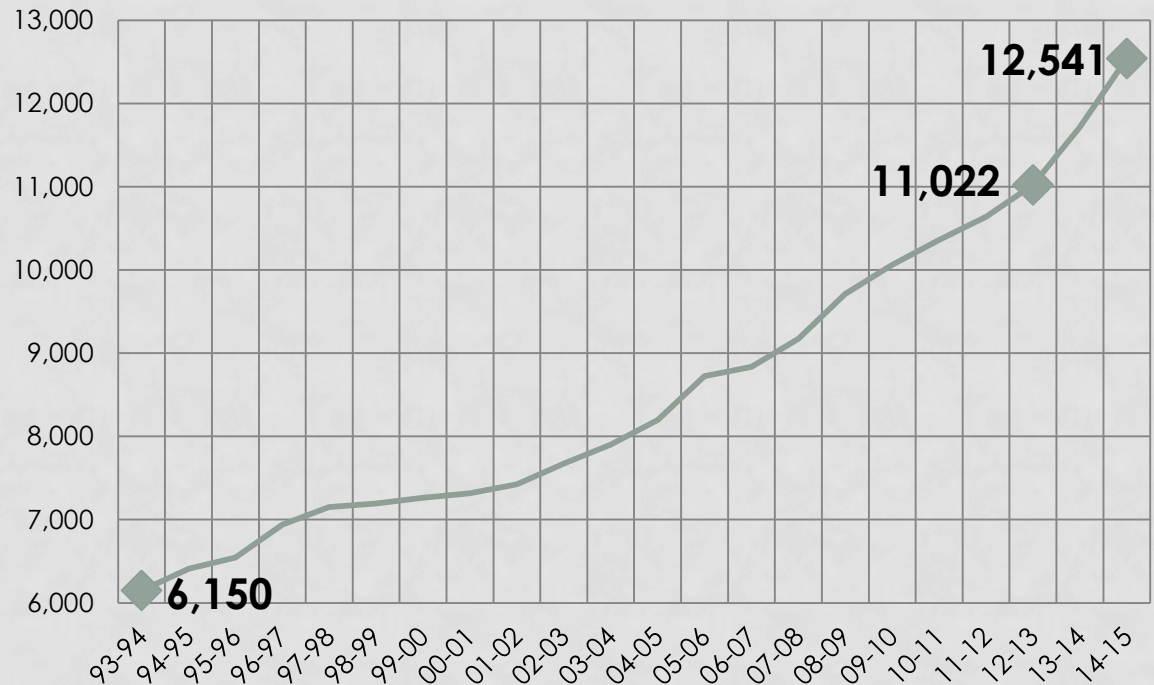
CSISD Enrollment



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CSISD Enrollment



The last two years



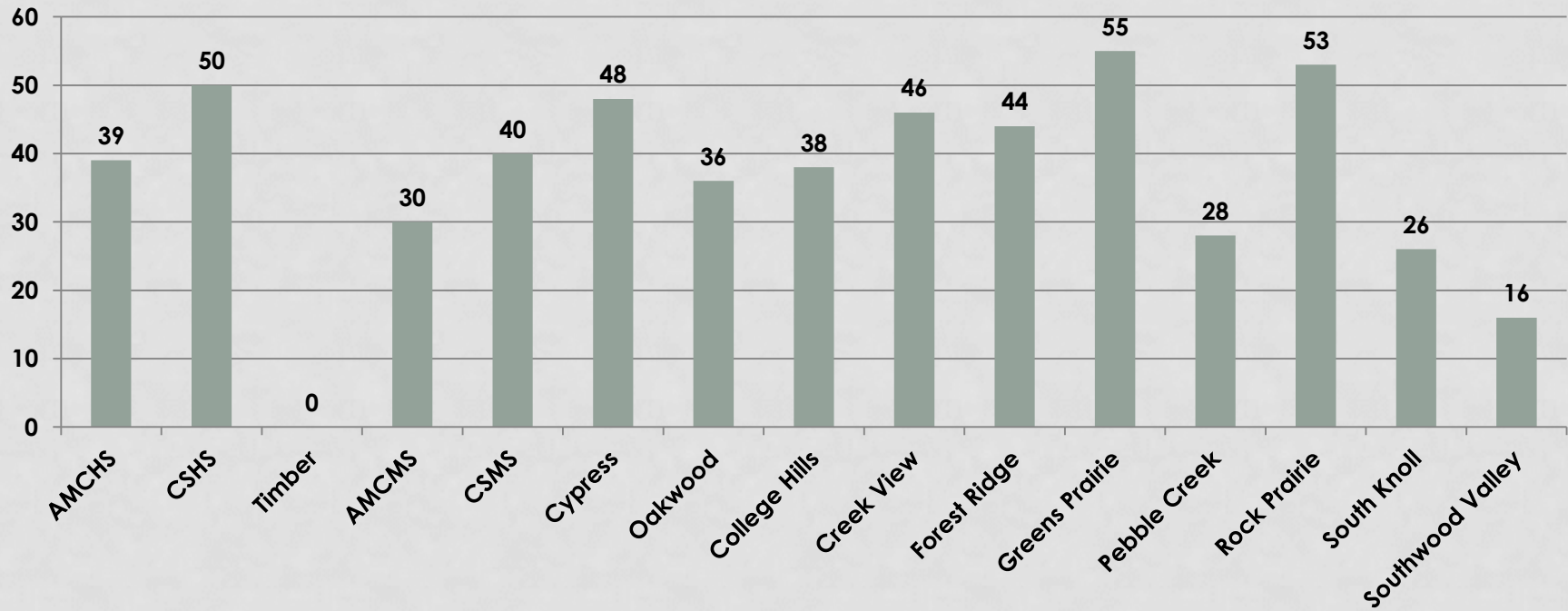
**1,519
students**

THE SURVEY

- Sent to about 2,000 email addresses of parents with new students in the district **within the last two years.**
- We asked for the survey to be filled out by only one person in the household.
 - Included kindergarten parents who could have been here for more than two years.
 - The first question weeded these people out.
 - Did you move to College Station in or after August 2012?
 - **937** answered the first question
 - **500** already lived here and the survey ended after one question
 - **437 continued to take the rest of the survey**

THE SURVEY

- 228 respondents had one child in CSISD, 150 had two, 35 had three, 10 had four.
- Which schools do your children currently attend?

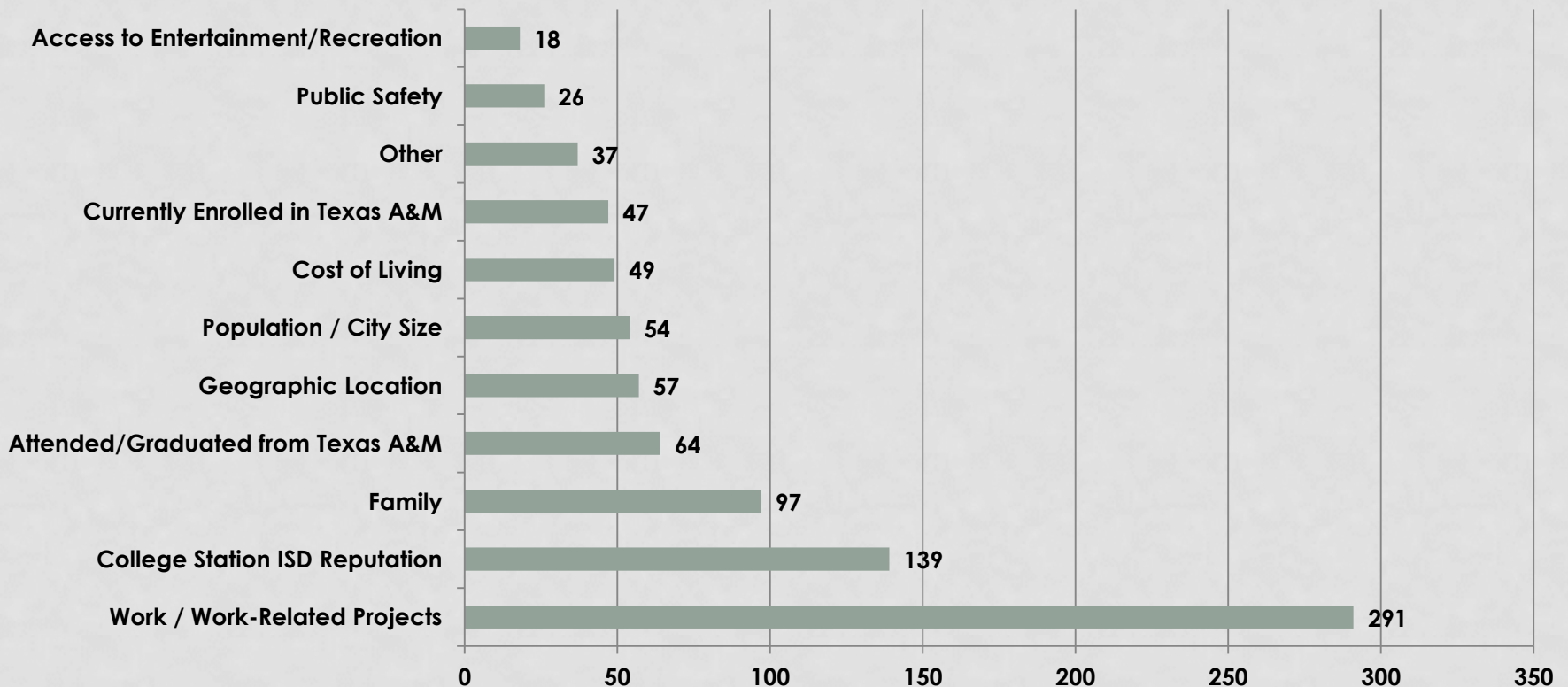


THE RESULTS

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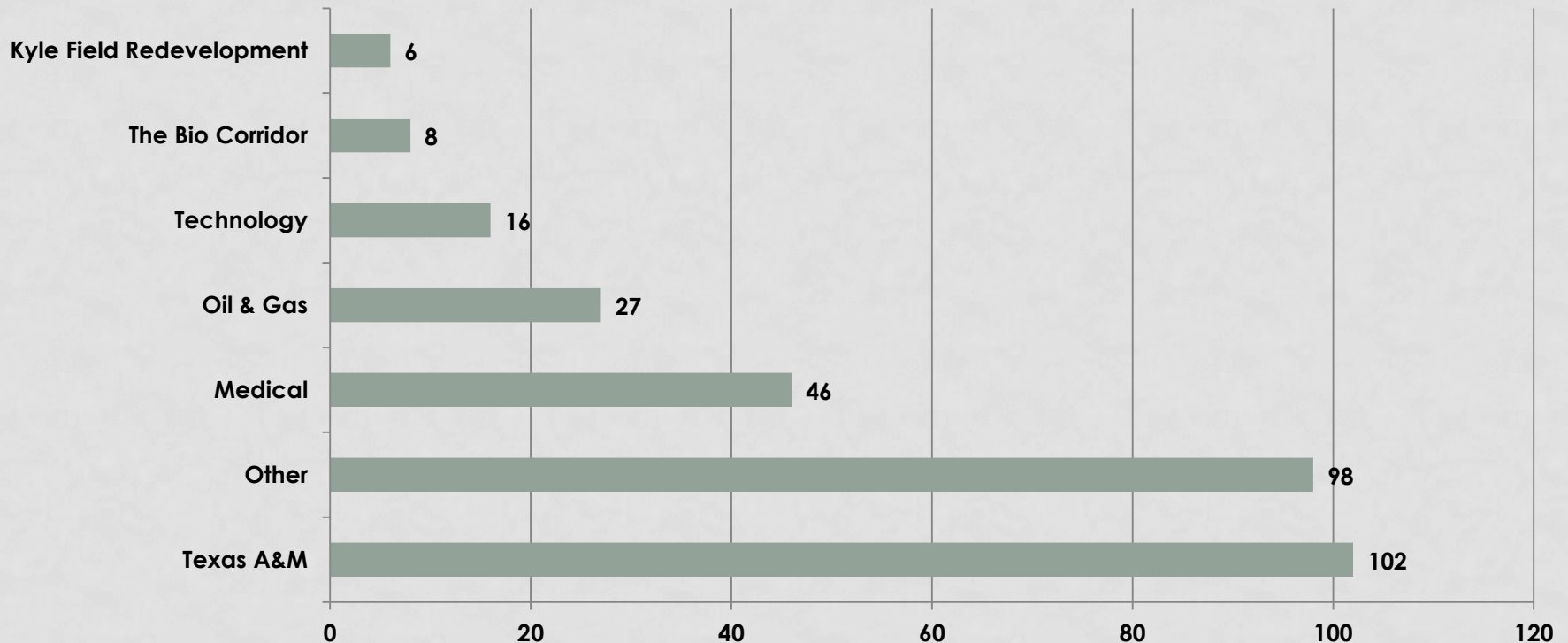


THE RESULTS

- If you moved to College Station for work-related factors, what industry and/or opportunities encouraged your move?

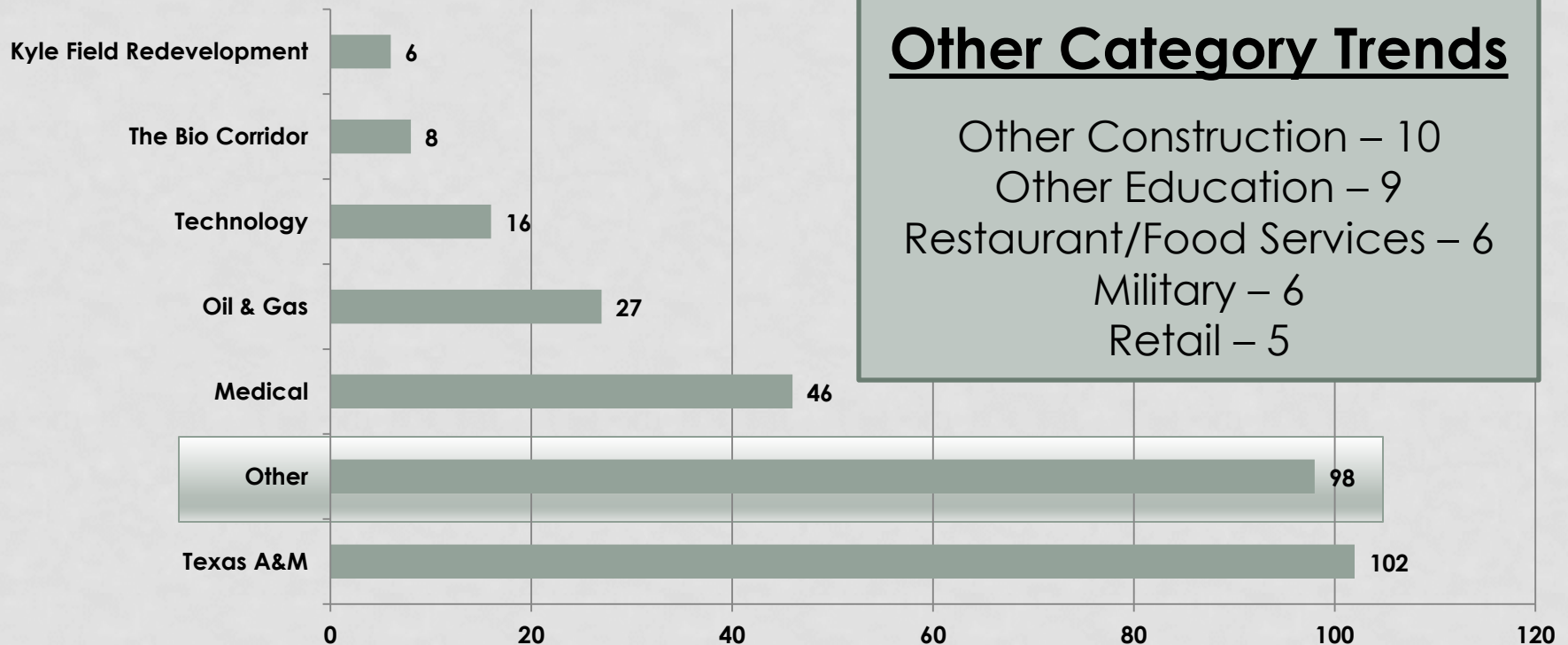
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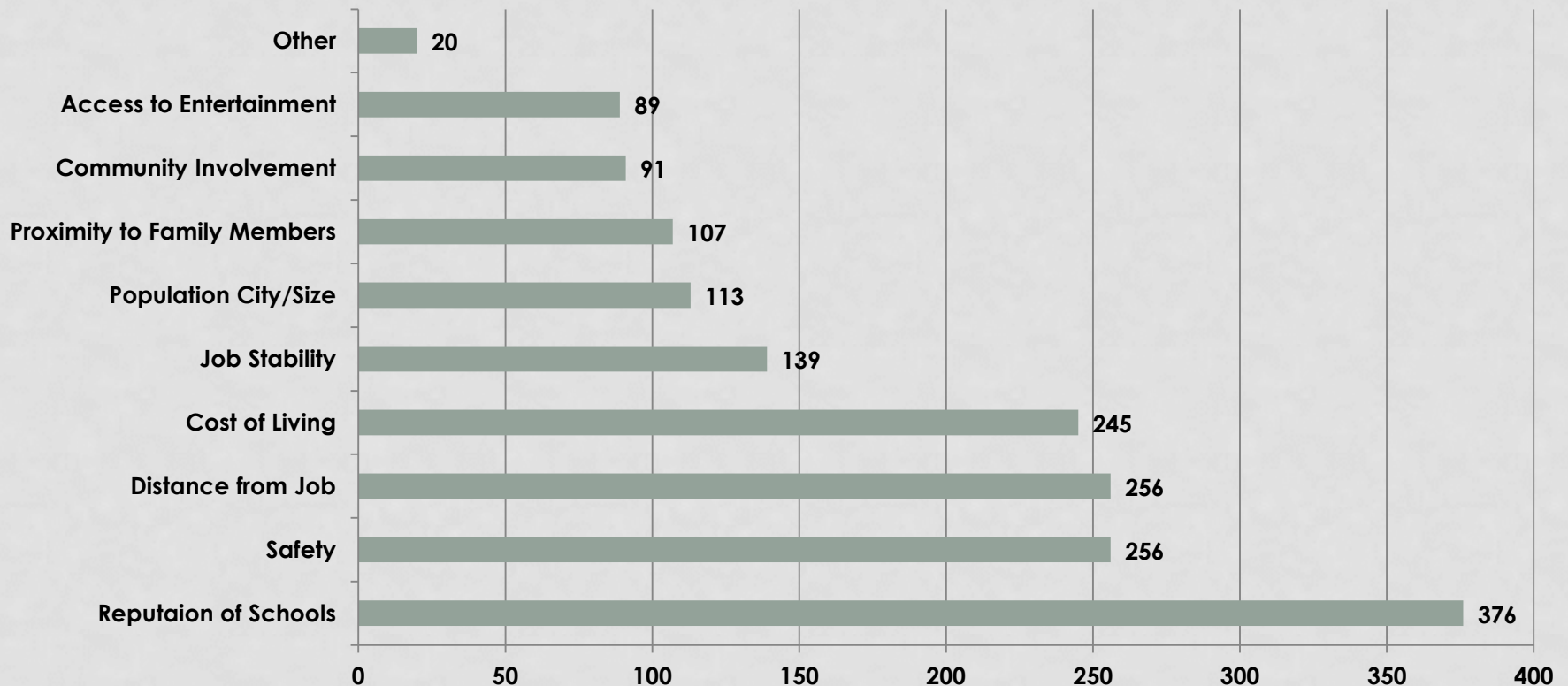


THE RESULTS

- Which of the following factors are important to you when choosing a place to live? (select all that apply)

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RESULTS

- We wanted more ...
- We asked survey takers to rank the factors they chose as important when choosing a place to live.

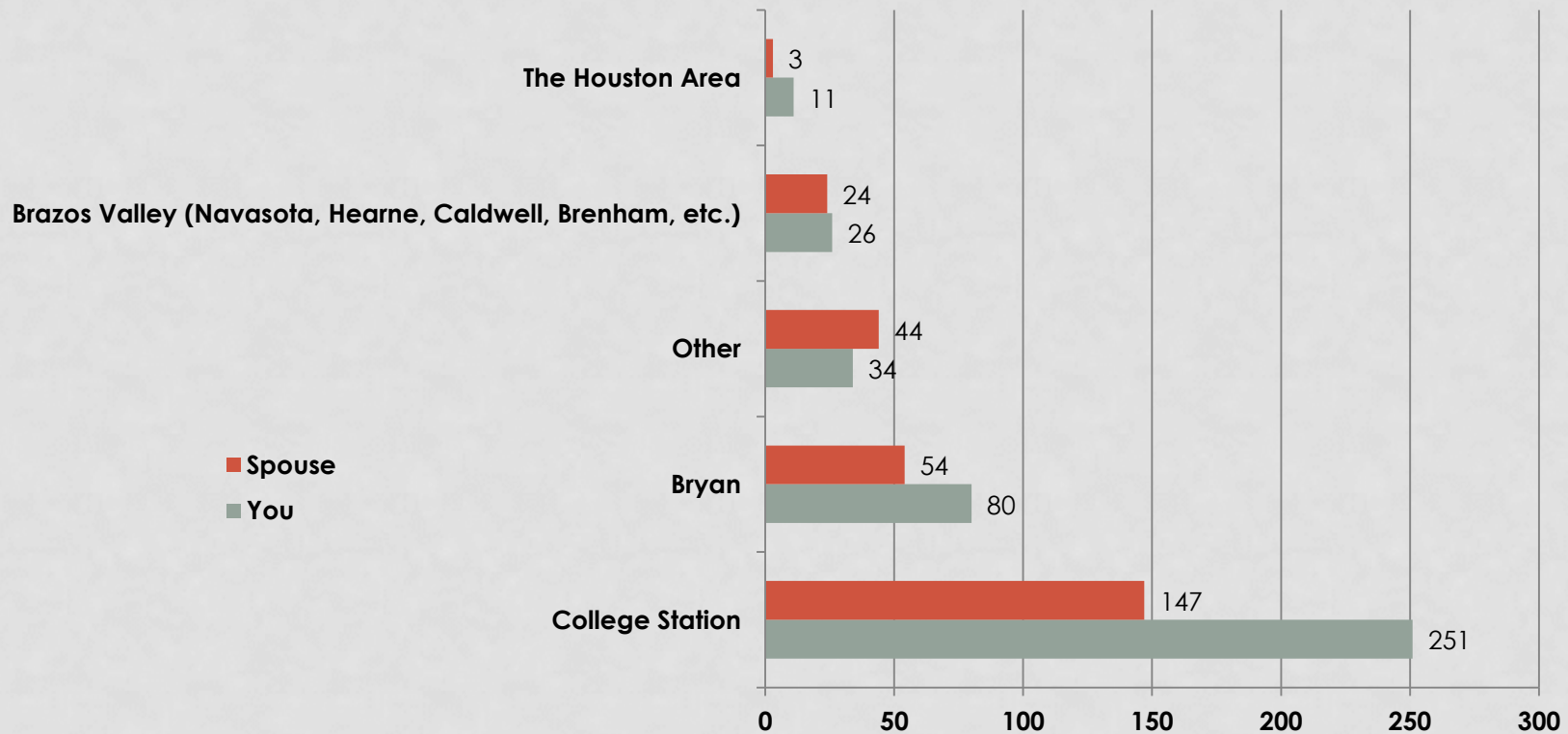
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| Category | Ranked No. 1 | Ranked No. 2 | Ranked No. 3 |
|-----------------------------|--------------|--------------|--------------|
| Reputation of Schools | 136 | 102 | 57 |
| Safety | 73 | 77 | 47 |
| Distance from Job | 28 | 57 | 46 |
| Cost of Living | 27 | 27 | 65 |
| Job Stability | 53 | 24 | 27 |
| Proximity to Family Members | 27 | 10 | 17 |
| Population City/Size | 8 | 8 | 16 |
| Community Involvement | 0 | 5 | 11 |
| Other | 4 | 2 | 4 |
| Access to Entertainment | 0 | 0 | 6 |

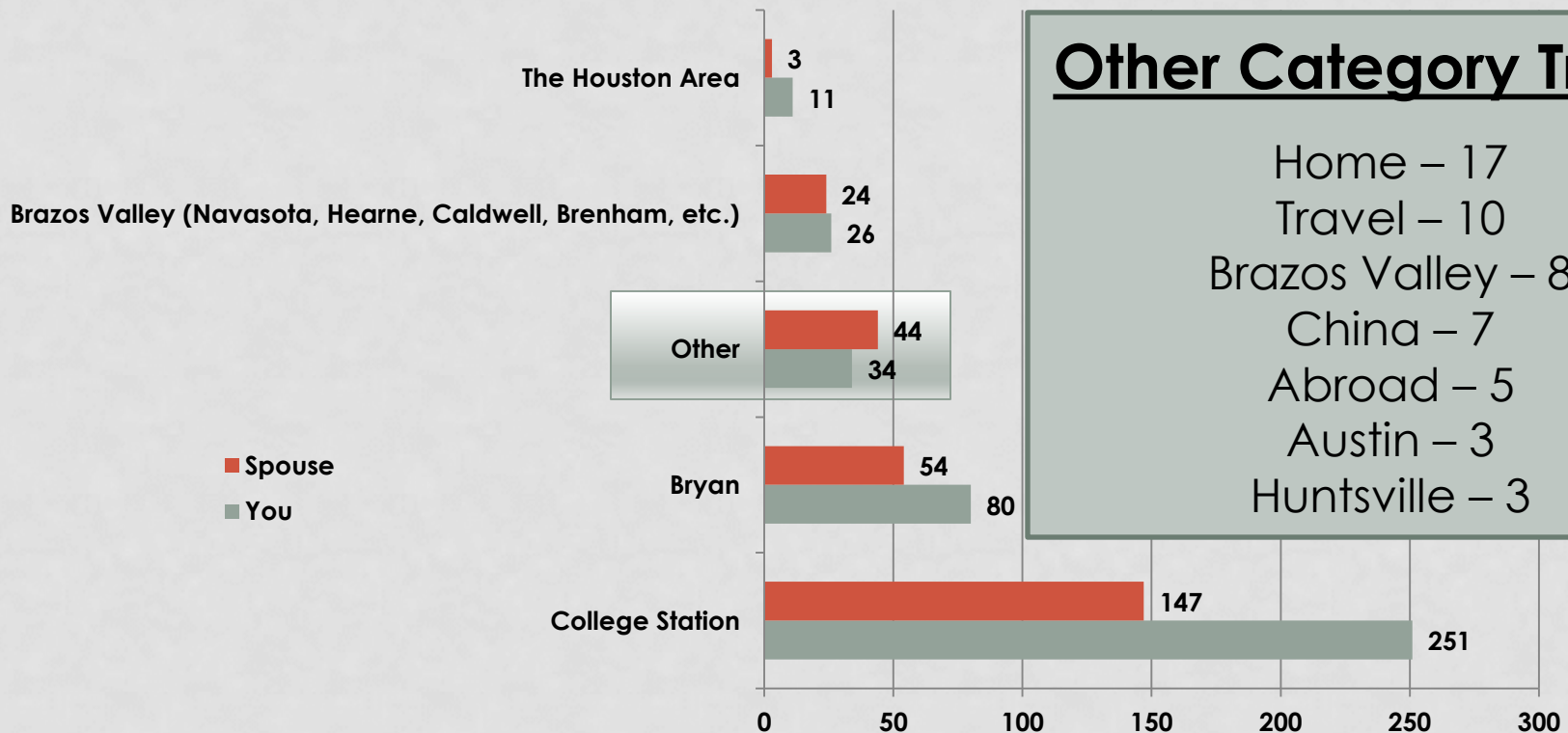
RESULTS

- In what city do you work?
- In what city does your spouse work?



RESULTS

- In what city do **you** work?
- In what city does your **spouse** work?



Other Category Trends

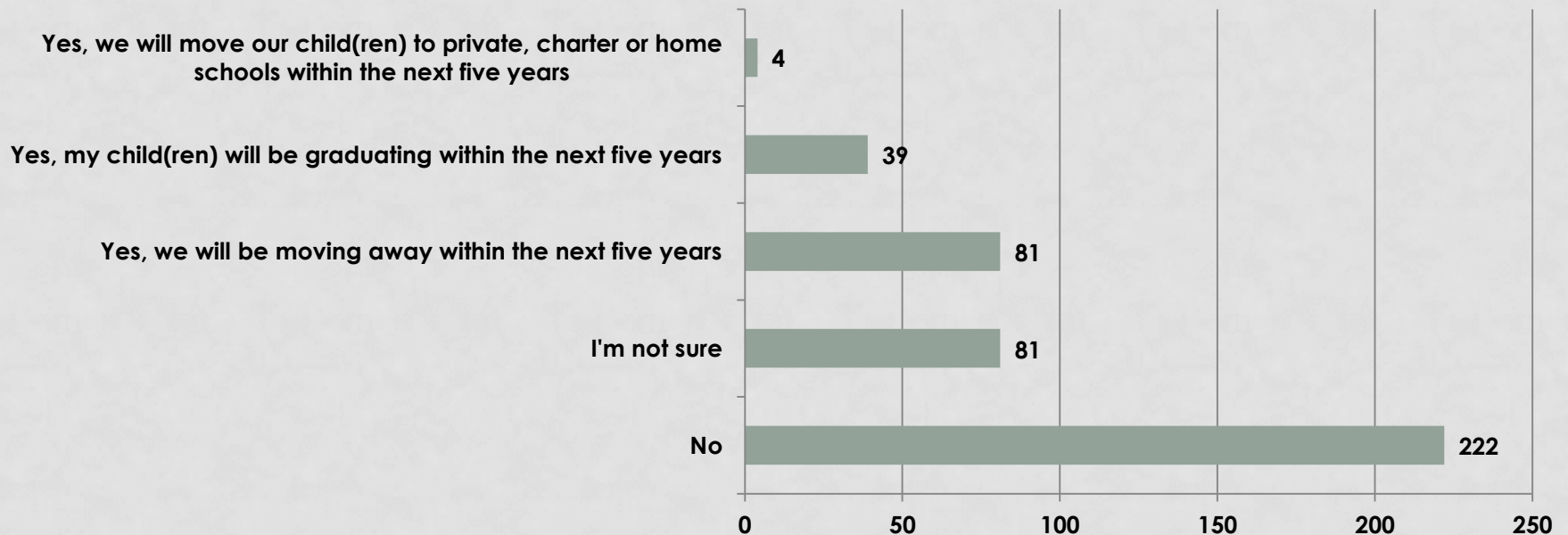
Home – 17
Travel – 10
Brazos Valley – 8
China – 7
Abroad – 5
Austin – 3
Huntsville – 3

RESULTS

- Are these people going to stay in CSISD schools?
- Do you anticipate moving your children out of the College Station Independent School District within the next five years?

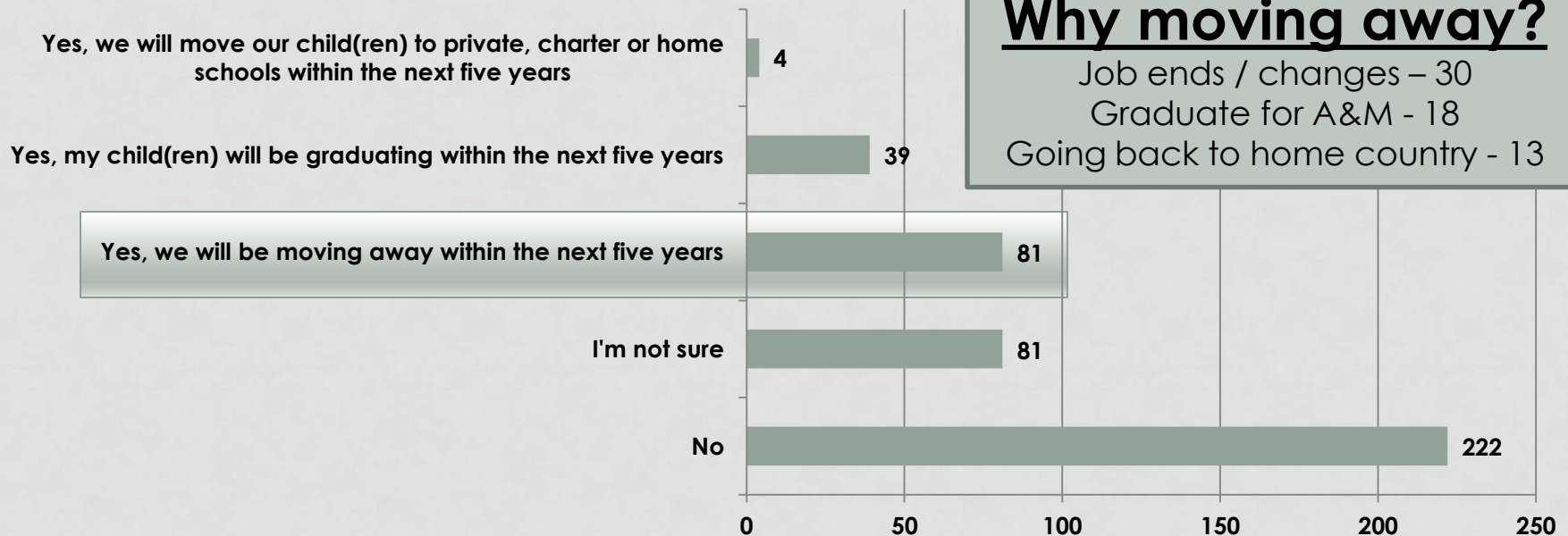
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QUESTIONS / COMMENTS

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